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SA SA INTERNATIONAL HOLDINGS LIMITED

莎莎國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 178)

Sales Performance of Retail Business in Hong Kong and Macau during National Day Golden Week Holiday in 2013

This announcement is made by the Company on a voluntary basis to inform shareholders and potential investors about the sales performance of its retail business in Hong Kong and Macau during the National Day Golden Week Holiday from 1 to 7 October 2013.

	<i>National Day Golden Week Holiday (1 to 7 Oct 2013)</i>
Hong Kong & Macau - Retail	
YoY growth in retail sales	Approximately 11%*
YoY same store sales growth	Approximately 6%*

The growth in retail sales performance in Hong Kong and Macau during the National Day Golden Week Holiday was slightly lower than the past and the Group's expectation. Based on the statistics provided by the Hong Kong Tourism Board, the effect of the Individual Visit Scheme to mainland tourist arrivals is evening out between the peak periods and normal periods. Individual Visit Scheme tourists now have more destination options as other countries have continuously upgraded their tourism facilities to attract more Mainland Chinese tourists. This has given rise to more competition against Hong Kong. Looking ahead, leveraging on Sa Sa's brand recognition and extensive store network, we will continue to optimize product offerings, enhance service quality, step up marketing measures, and seize opportunities arising from local and visitor demand. The Group remains cautiously optimistic on the retail market in Hong Kong and Macau.

* Exclude adjustments according to Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus points scheme.

The Board wishes to remind shareholders and potential investors that the above data are based on the unaudited management accounts of the Group which have not been reviewed or audited by the auditors of the Company.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such data and are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
KWOK Siu Ming Simon
Chairman and chief executive officer

Hong Kong, 9 October 2013

As at the date of this announcement, the directors of the Company are:-

Executive Directors

Dr KWOK Siu Ming Simon, *BBS, JP* (Chairman and chief executive officer)

Dr KWOK LAW Kwai Chun Eleanor, *BBS* (Vice-chairman)

Mr LOOK Guy (Chief financial officer)

Non-executive Director

Ms LEE Yun Chun Marie-christine

Independent Non-executive Directors

Professor CHAN Yuk Shee, *PhD, SBS, JP*

Dr LEUNG Kwok Fai Thomas, *PhD, BBS, JP*

Ms TAM Wai Chu Maria, *GBM, JP*

Ms KI Man Fung Leonie, *SBS, JP*

Mr TAN Wee Seng